

To : To whom it may concern

Subject : Open Call: Public Print Exhibition at COEX Mall Hotel Oakwood Premier

Cultural Diplomacy Club Invitation

The Cultural Diplomacy Club (CDC) is a full-service event and culture management company specializing in creating impactful cultural experiences in Korea. Operating at the intersection of art and culture, CDC expertly curates events that foster global connections and promote mutual understanding.

In partnership with Art Beyond and Hotel Oakwood Premier COEX, we are thrilled to extend an open call for a public print exhibition at COEX Mall — one of Seoul’s most dynamic and high-traffic public venues.

This collaboration goes beyond a traditional exhibition, offering unparalleled public exposure through digital media promotions and a platform to deepen community ties in Korea.

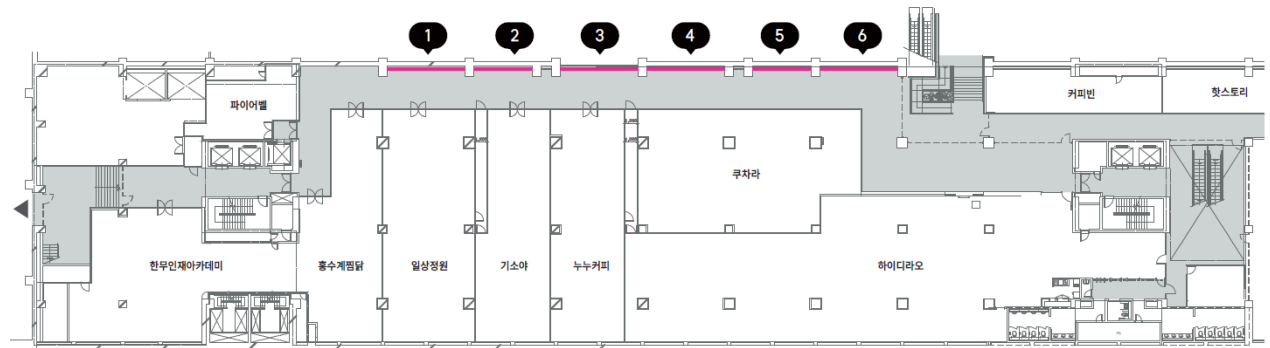


[click to learn more](#)

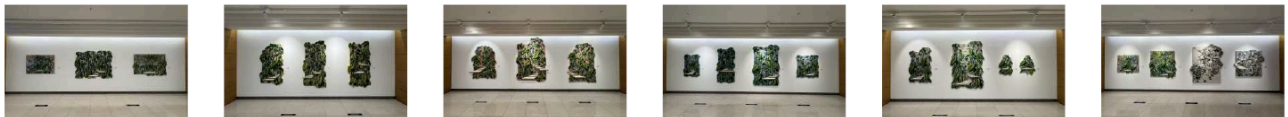
1. Exhibition Details

- Venue: COEX Mall (Hotel Oakwood Premier COEX Center B2)
- Exhibition Format: High-resolution print exhibition
- Available Spaces: 6 walls
- Duration: 1 month
- Joint Applications & Group Exhibitions are welcome.

Art Beyond Public exhibition Space



WALL 1 **WALL 2** **WALL 3** **WALL 4** **WALL 5** **WALL 6**



W 780CM × H 240CM W 570CM × H 240CM W 760CM × H 240CM W 780CM × H 240CM W 580CM × H 240CM W 790CM × H 240CM

Address: 58 Teheran-ro, Gangnam-gu, Convention Hall B2 (Hotel Oakwood Premier COEX Center Seoul)

3. Print Exhibition Layout

The exhibition layout is pre-set to streamline the curation process (please see below):

- Available Frames: **62 frames** in various orientations and sizes
- **Artwork must be submitted in JPG or PNG file format**
 - If you send us your artwork files, we'll handle the printing and delivery with our trusted printing partner.

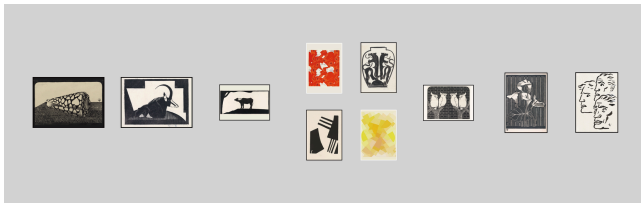
For joint applications, please inform us in advance of your choice from the 6 available wall options.

Frame Sizes & Requirements:

- A1 (7016 x 9933 px) – 28 artworks (5 Landscape, 23 Portrait)
- A2 (4961 x 7016 px) – 22 artworks (4 Landscape, 18 Portrait)
- A3 (3508 x 4961 px) – 10 artworks (1 Landscape, 9 Portrait)
- 50x70 cm (5906 x 8268 px) – 2 artworks (2 Portrait)

Please ensure your submitted artwork meets the specified resolution and orientation for eligibility.

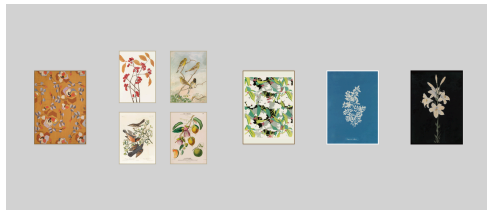
Fixed exhibition layout



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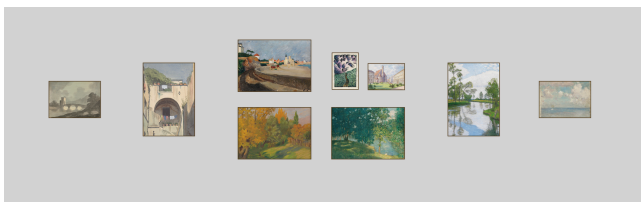
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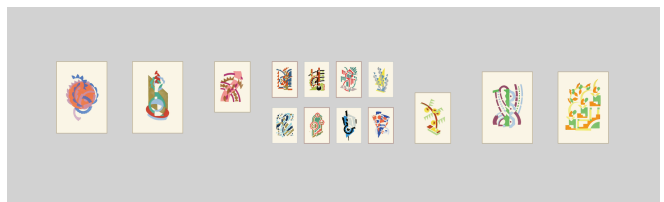
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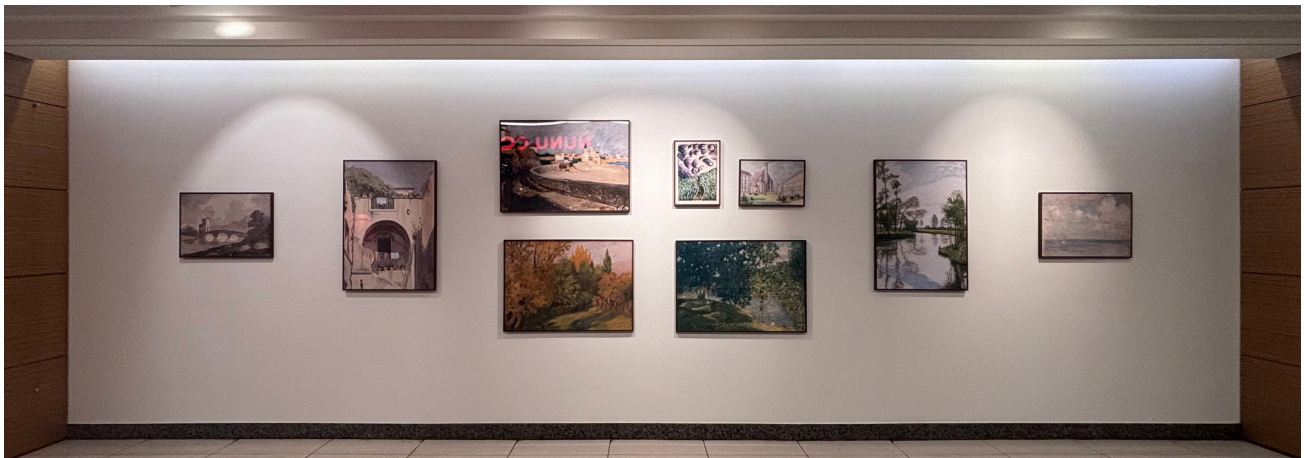


3



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Current exhibition - Wall 3



Accepted Mediums: Photography (Digital) | Paintings | Digital Art | etc.

We welcome:

- Photography: Portraits, landmarks, heritage sites, wildlife, abstract, documentary, architecture, etc.
- Digital Art: Paintings, illustrations, and more.
- All Themes: Heritage, nature, daily life, traditions, innovation, identity, etc.

4. Digital Media Screen Promotion

Applicants will receive fully sponsored access to 2 Hotel Oakwood’s Digital Media screens, guaranteeing 80,000 average exposures monthly.

- Display Slot Duration: 15 - 30 seconds
- **Digital Media Resolution Requirements:**
 - Landscape: 1920px × 1080px
 - Vertical: 1920px × 2700px



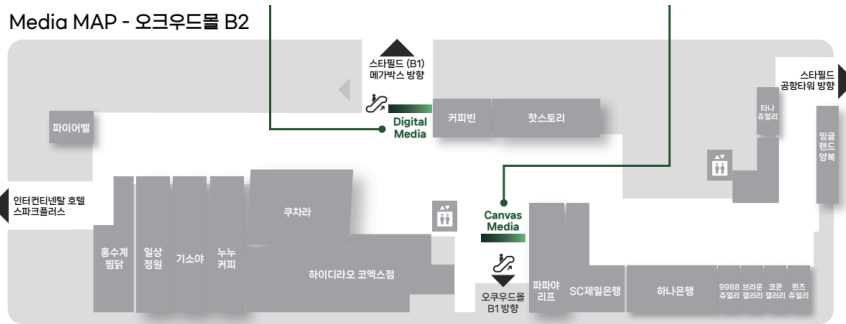
MEDIA SUMMARY:

Digital Media (Landscape):

- W4,500mm × H2,500mm
- 1,920px × 1,080px
- 15 - 30 sec
- Format: MP4
- Audio available (sound is very quiet)

Canvas Media (Vertical):

- W3,600mm × H5,000mm
- 1,920px × H2,700px
- 15 - 30 sec
- Format: MP4
- Audio available



Media Location	Transmissions	Resolution	Total Quantity	Operating Hours
Seoul, Convention Hall B2, Hotel Oakwood Premier COEX	120 transmissions per day (based on 20 seconds / 25 cycles)	1920px * 1080px Full HD	2 Monitors	07:00~24:00 (17hours per day)

5. Sponsorship Coverage

CDC will sponsor the below:

- 2 Digital Media Screens: 6,000,000 KRW
- Public exhibition space partial rental fee.
- Exhibition installation and deinstallation fees.
- 62 frames
- Brochure and promo material design

Send us your digital artwork, and we’ll take care of the rest — from printing to installation!

6. Applicant Requirements

To participate, applicants are requested to provide:

- High-resolution, print-ready artwork with the correct requirements in section 3 (via Google Drive, set to **"Anyone with the link"**)
- 15-30 second MP4 promotional video for Digital Media screens
- Completed application form (link/QR code below)
- Participation Fee: 1,800,000 KRW (includes the below)
 - Promotional Material (e.g., 4 banners, 100 brochures, 1 x-banner, 62 artwork printing), partial space rental fee.

CDC Support References



7. Application & Scheduling

This is a rolling open call that is active throughout 2025.

Interested applicants can apply by completing the form linked below:

<https://forms.gle/GBRU9riH4WQoZyiV8>

Or scan the QR code:



8. Conclusion

This initiative presents an exceptional opportunity to foster cultural exchange, celebrate diversity, and engage with the local community through artistic expressions from around the world. In collaboration with Art Beyond and Hotel Oakwood, artists can enhance their visibility, strengthen cultural ties with the Korean public.

For inquiries or further assistance, please contact: julie@culturaldiplomacyclub.com

We look forward to working with you to create a vibrant and enriching cultural experience!

Cultural Diplomacy Club Chairman Catalina Lee



Coordinator **Julie Zhumadil**

CEO **Rika Hauschild**

2025.02.28

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